

FIRST IMPRESSIONS COUNT

AN INTERACTIVE FORUM IN VISUAL
MERCHANDISING
{CREATIVE SHOP STYLING}

DATE: Monday 24 March 2014

TIME: 6.00pm – 7.30pm

LOCATION: Lounge Room (behind the main bar),
Bassendean Hotel, Old Perth Road.

COST: Free

PRESENTER: Juliet Borshoff, Design Merchants

RSVP: FRIDAY 21 March 2014

- Learn how to create and maintain an inspirational store experience.
- Get ideas to take back to your own businesses.
- Develop skills to look critically from your customer perspective
- Learn about current trends in VM and displays
- Hear about common mistakes that retailers make.
- Some hands-on examples of displays and the principles behind them.

Juliet Borshoff has over seventeen years experience with leading Australian and International retail brands which includes thirteen years with Freedom where she was the State Visual Merchandising Manager for WA and Northern Territory.

Juliet's studies include Fine Arts, and Interior Design and Training. She founded Design Merchants in 2011 and now focuses on assisting retailers with their visual strategies and implementation.

Some of her clients include Dusk, Westfield Whitford City and 140 Perth.

www.designmerchants.com.au



Have Juliet
visit your
premises

Receive 50% discount on a one hour consultation. Cost effective ideas including suggestions on window displays, store layout, fixtures and much more....

REGISTER for this individual VM Audit at the forum.

REGISTRATIONS

Easy to register your attendance (important for catering and seating purposes). Complete the Registration Form online or fill out the attached form and forward to the Town of Bassendean

Online:

www.bassendeanmeansbusiness.com.au

Email info@bassendean.wa.gov.au

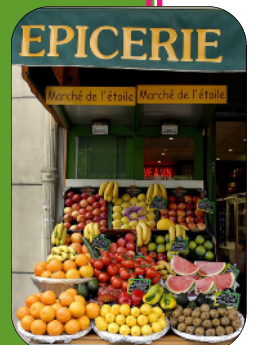
Register before Fri 21 March.

QUESTIONS?

Contact: William Barry, Econ. Dev. Officer

e: wbarry@bassendean.wa.gov.au

p: 9377 8062 m:0409 118 377



Proudly presented by the Town of Bassendean



FIRST IMPRESSIONS COUNT REGISTRATION

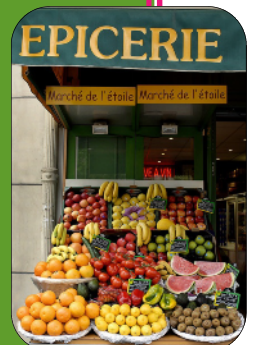
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www.bassendeanmeansbusiness.com.au

Or you can complete your details below and email to: info@bassendean.wa.gov.au

NAME: _____

Business Name: _____

Address: _____

Email: _____

No's attending :

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Don't forget, to follow up on her presentation.

The Town is subsidising further services of Design Merchants with a one hour individual consultation for business owners attending this forum.

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